
Digital Marketing

Professor: Alberto Lempira Guevara, Daniel Stone.

Office hours: by appointment

Course Type: Elective

Credits: 4 ECST

Term: 3rd Term

Course Description

Digital technologies have changed the way marketing works nowadays. No Business can afford not to be present in the digital world. From large companies selling mass-consumed products and services to entrepreneurs and small businesses that tailor their products to a niche audience; their audience is online most of the time, and it is our task as marketers to get them to know us and purchase from us.

This course presents a compact yet thorough approach to every critical aspect of the digital marketing world covering everything from organic positioning and digital advertisement to the optimization of its budget spending.

This course uses a practical and dynamic approach. All the sessions will be in the form of seminars in which the student's participation is expected and promoted.

Objectives

Students will finish this course knowing and dominating every key aspect and platform required to run a digital marketing campaign at present. They will also be able to identify digital opportunities and translate them into marketing strategies.

Methodology

The sessions are developed as a mix of "master class" and seminars, where each topic is presented through real-life cases using the platforms and tools professionals of Digital Marketing should master in the work field.

Every session there will specific assignments that will help each student to practice the discussed topic.

Students are encouraged and expected to actively participate in all the sessions as this will be considered in the evaluation criteria.

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Workshops: there will be at least one workshop session during the course that will count towards the participation/attendance grade in which students will be able to work with one of the faculties topics discussed in class on their individual FMT projects.

Competencies to Acquire

CE5. Plan through the mastery of specific techniques, the different elements of the marketing mix that are connected to the marketing of a company

CE6. Integrate all the elements within the strategy of complete and efficient communication of the brand message to use it as a working reference with the communication agencies.

Learning Outcomes

R1. Discriminate between the various decisions that make up the marketing mix for execution.

R2. Apply the analysis techniques to facilitate the decision making corresponding to the elements of the marketing mix based on the results.

R3 Make management recommendations for all elements of the marketing mix.

C6

R1. Discriminate between the different possible message and execution options for a communication plan.

R2. Conduct communication briefings for advertising agencies

R3 Make a media plan.

R4 Make a communication plan that corresponds to the brand plan.

Evaluation criteria

Students will work in the groups they were designated by their program directors to complete the different assignments throughout the subject.

Each group will choose one project (out of each member's Final Master Thesis) to work on the entire duration of the course. Groups may ask for guidance from one of the faculties in case they have doubts about picking one out.

Said groups will work on a digital marketing campaign incorporating the different concepts and ideas discussed in class.

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Evaluation	
Case Study Assignment	25%
Group Assignments (Team assignments)	65%
Participation (Individual)	10%

Retakes

Retakes will be available for students under specific circumstances:

- Failing the final exam (in case the subject has one):
 - A remedial exam will be available with the same content covered on the final exam.
- Failing the course AND failing the final exam:
 - A recovery exam will be available. This exam will consist of ALL the content the subject covered throughout the term.
- Failing the course BUT approving the final exam OR failing a course that DOES NOT contemplate a final exam but a final project (individual):
 - A recovery exam will be available. This exam will consist of ALL the content the subject covered throughout the term.

Important:

In courses that feature a final exam, a minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 20% reduction of those grades). More details on the topic are available on eCampus.

STUDENTS WHO FAIL TO DELIVER ALL THE ASSIGNMENTS WILL NOT BE ALLOWED TO TAKE THE FINAL EXAM.

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All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources properly. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

INTRODUCTION TO DIGITAL MARKETING

State of the Art regarding Digital Marketing.
Differences between online and offline Marketing.
Digital Customer Journey.
Channels and Digital Assets.

SOCIAL MEDIA (INTRODUCTION)

Analyzing networks, their classification and purposes.
Channel Mix decision.
Key Terms in Social Media Marketing and how they impact business goals.
Tracking and Management best practices and tools.

SOCIAL MEDIA MARKETING (I)

Audience research.
Advertisement Platforms.
Budgets, goals and the bidding process.
ROI and ROAS.

SOCIAL MEDIA MARKETING (II)

Features, best practices and examples.
KPIs.
Setting up campaigns.

SOCIAL MEDIA STRATEGY IMPLEMENTATION

Running campaigns.
Implementing Social Media Ads to FMTs.
Q&A for Social Media Strategy implementation.

INTRODUCTION TO GOOGLE ADWORDS & SEO

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What is Pay-Per-Click (PPC) & Search Engine Optimisation (SEO)

How Google has evolved

Platforms we can use to carry out PPC campaigns

SETTING-UP GOOGLE ADWORDS CAMPAIGNS

How Google AdWords works and terminology used in platform

Methodology of how to create an AdWords strategy

Practical exercise creating AdWords campaigns for a real company

USING GOOGLE ANALYTICS TO EVALUATE USER BEHAVIOUR

KPI's we can find in Google Analytics

Demo of how to create reports and interpret data

Analysis of a specific website using Google Analytics

OPTIMIZING A LANDING PAGE

What are Landing Pages

Aspects to take into account when creating/optimizing a Landing Page

Practical exercise creating Landing Pages with Unbounce

FIRST STEPS TO LAUNCHING AN E-COMMERCE

Type of e-commerce models that exist

e-commerce platforms we can use

Tools and methodology to figure out what products to sell

DATE/SESSION	TOPIC
1	Introduction to Digital Marketing
2	Social Media (Introduction)
3	Social Media Marketing (I)
4	Social Media Marketing (II)
5	Social Media Strategy Implementation
6	Introduction to Google Adwords & SEO
7	Introduction to Google Adwords & SEO
8	Setting-Up Google Adwords Campaigns
9	Using Google Analytics to Evaluate User Behaviour
10	Optimizing A Landing Page
11	First Steps to Launching an E-Commerce

Reading Materials/ Bibliography/Resources

- The supporting documentation (including templates) and white papers will be published at Aula Global. The following are just some of the references used during the course.
- Real Time Statistics Project. (2018). Internet Live Stats - Internet Usage & Social Media Statistics. Retrieved October 6, 2018, from <http://www.internetlivestats.com/>
- Mangles, C. (2018). Search Engine Statistics 2018 | Smart Insights. Retrieved October 6, 2018, from <https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>
- Marr, B. (2018, May). How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read. Retrieved October 6, 2018, from <https://www.forbes.com/sites/bernardmarr/2018/05/21/how-much-data-do-we-create-every-day-the-mind-blowing-stats-everyone-should-read/#810cddf60ba9>
- We Are Social Singapore. (2018). Digital in 2018 Global Overview. Retrieved from <https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338>
- We Are Social Singapore. (2018). Digital in 2018 Global Overview. Retrieved from <https://www.slideshare.net/wearesocial/digital-in-2018-global-overview-86860338>
- Mangles, C. (2018). Search Engine Statistics 2018 | Smart Insights. Retrieved October 6, 2018, from <https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>
- Vaynerchuk, G. (2013). Jab, Jab, Jab Right Hook. HarperBusiness.
- McDonald, J. (2018). Social Media Marketing Workbook: 2018 Edition – How to Use Social Media for Business.
- **Case Study:** The case study used for the individual assignment will be handed to students as scheduled.

Bio of Professors

Daniel Stone has more than 12 year's experience working in Digital Marketing. He started working as an intern at a search marketing agency called e-interactive and worked his way up to Managing Director within 6 years. e-interactive was then bought by the biggest media agency in Spain, Havas Media. After 3 years working at Havas Media in various roles Daniel has now set up his own digital marketing agency called www.somosastro.com has also co-founded a technology start-up called www.smaze.io.

Daniel has worked with big and small companies such as Danone, Hesperia Hotels, Servihabitat, Camper and many more. Having always worked on agency side and with a wide variety of clients in different industries he has a good understanding of what companies need to do to optimise their digital presence.

Alberto Lempira Guevara is a Marketing & Business Development Consultant. He is a Ph.D. in Business candidate at the Barcelona University (Spain), MSc. In Marketing from Pompeu Fabra University (Spain), he has a Postgraduate degree from Tecnocampus-UPF (Spain) in Digital Marketing, two Postgraduate degrees from INESDI Online Business School (Spain) in Inbound Marketing, Transmedia Storytelling/Branded Content and he has a Bachelor's degree in Production Engineering by Metropolitan University (Venezuela).

Alberto worked in Political Marketing for more than five years. He has also been working on user acquisition, CRO, digital strategy, and advertisement for the last eight years. He is the host of the @NotYourMarketer podcast.

Alberto is currently the academic coordinator of the Master of Science in Marketing at the Pompeu Fabra University.